

QUARTERLY REPORT THIRD QUARTER – 2003

July 1, 2003 through September 30, 2003

VALLEY BROADCASTING COMPANY, LICENSEE OF KVBC-TV, CHANNEL 3, SERVING, LAS VEGAS, NEVADA, HAS DETERMINED THAT THE ISSUES OF CONCERN TO THE COMMUNITY SERVED BY IT ARE AS FOLLOWS:

1. GROWTH

As our valley continues to experience constant **growth**, the number one concern remains **traffic** issues. Our roadways are full of **congestion**, and a need to keep up with the growth requires more **construction** throughout the valley. With the added number of vehicles on our roadways, our **environment** has experienced higher levels of **air pollution**. **Drought** is a major concern, and many are worried about how we will control and pay for our water usage. While the economy is at all time low, **housing** continues to grow and even new **businesses** have sprouted throughout the valley.

2. EDUCATION

Education continues to be one of the top priorities for the people of Southern Nevada. **Budget** battles in the State Legislature and the fear of cuts have many Clark County School District leaders and parents concerned about the future of many **school activities**. The **safety** of our school aged children along with the threat of **school violence** continues to be a top concern as more students move to the valley. That explosive **growth** also requires more **teachers** and school buildings.

3. CRIME and HOMELAND SECURITY

Living in a 24 hour town, growth and crime are a big concern for many people. Aside from **terrorism** threats, people are aware of their **safety** in their everyday lives. They want to feel safe in such a big town and they want to feel **law enforcement** is doing their job. With the population reaching over 2 million, **safety issues** are a growing concern for the city.

4. LIFESTYLES

Our **24/7 town lifestyle** is a favorite reason people enjoy living in Las Vegas, where **casinos** offer many activities besides **gambling**, such as movies, restaurants, and shows. People enjoy spending time with **family and friends**. People are mindful of **health and medical** issues that affect their lives, and especially of **heat dangers** during this time of year. **Patriotism** continues to be important in our community with soldiers still stationed in Iraq, Nellis Air Force Base here, and so many veterans who retire here.

5. ECONOMICS

Economics concern our community on many levels, including concern over **state and federal budgets** affecting so many aspects of our lives, the **cost of living** including **vehicle gas prices**, concern over **job security**, and personal **money issues**. **Tourism** continues to drive money into our town with people traveling here for personal and business reasons.

THE PROGRAMMING AND PUBLIC SERVICE ANNOUNCEMENTS PRODUCED AND AIRED BY VALLEY BROADCASTING COMPANY RESPOND TO THESE LOCAL ISSUES OF CONCERN. ILLUSTRATIVE IS THE FOLLOWING LIST OF PROGRAMMING AIRED DURING THE REPRESENTATIVE WEEKS OF: July 14-20, 2003, August 11-17, 2003 and September 1-7, 2003.

STORIES APPEARING ON NEWS 3 SUNRISE, NEWS 3 AT SUNRISE, NEWS 3 TODAY, NEWS 3 AT NOON, FIRST NEWS 3 AT FOUR, NEWS 3 AT FIVE, NEWS 3 AT SIX, NEWS 3 NIGHTSIDE, NEWS 3 SUNRISE, THE WEEKEND REPORT, NEWS 3 TODAY, THE WEEKEND REPORT, NEWS 3 AT FIVE, THE WEEKEND REPORT, NEWS 3 AT SIX, THE WEEKEND REPORT, AND NEWS 3 NIGHTSIDE, THE WEEKEND REPORT ARE OF A 1 MINUTE 15 SECOND/1 MINUTE 45 SECOND DURATION. STORIES APPEARING ON MSNBC RUN AT EITHER 2:26PM, 3:26PM; 4:26PM; 7:26pm; 8:26PM, 9:26PM; OR 10:26PM FOR A 3 MINUTE DURATION.

INSTRUCTIONAL PROGRAMS APPEARING ON NEWS 3 INCLUDE: (1) HEALTHLINE 3, WHICH FEATURES MEDICAL BREAKTHROUGHS, HEALTH WARNINGS, MEDICAL STUDIES, AND PREVENTATIVE CLINICS; (2) "BABY YOUR BABY" OFFERING INFORMATION ENCOURAGING WOMEN TO SEEK EARLY AND CONTINUOUS PRENATAL CARE; (3) CRIMETRACKER, WHICH FOCUSES ON THE LATEST CRIME FIGHTING TECHNIQUES AND SPECIAL PROGRAMS PROVIDED BY LOCAL POLICE FOR THE COMMUNITY AND ANY HONORS OR AWARDS GIVEN TO POLICE; (4) "THINK BEFORE YOU DRINK"; (5) WEDNESDAY'S CHILD, A PROGRAM THAT BRINGS CHILDREN AND FAMILIES TOGETHER; (6) MAKE A WISH, A PROGRAM THAT HELPS GRANT THE WISHES OF A CHILD WITH A TERMINAL OR LIFE-THREATENING ILLNESS; (7) SAVING YOU MONEY, WHICH FOCUSES ON TIPS TO MAKE YOUR DOLLAR GO A LITTLE FURTHER AND STORIES ABOUT THE ECONOMY; (8) KIDS FIRST, WHICH PROFILES WHATS HAPPENING WITH OUR KIDS, BOTH POSITIVE AND NEGATIVE TRENDS, AND EDUCATION RELATED TOPICS; (9) www.kvbc.com, OUR WEBSITE, WHICH FEATURES CRIMETRACKER, BABY YOUR BABY, MAKE-A-WISH, WEDNESDAY'S CHILD, SAVING YOU MONEY, AND KIDS FIRST INFORMATION 24 HOURS A DAY.

ADDITIONALLY, KVBC IS A STATION AFFILIATED WITH THE NATIONAL BROADCASTING COMPANY, INC. TELEVISION NETWORK. THE STATION CARRIES REGULARLY SCHEDULED PROGRAMMING OF THAT NETWORK WHICH INCLUDES PROGRAMS WHICH RESPOND TO ISSUES OF IMPORTANCE TO THE COMMUNITY.

KVBC ALSO PERIODICALLY HOSTS A "CALL 3" PROGRAM. THIS IS A NEWS AND INFORMATIONAL-TYPE PROGRAM, WHICH IS BROADCAST ON AN AS-NEEDED BASIS, DICTATED BY EVENTS AFFECTING OUR COMMUNITY. EXPERTS, EXPERIENCED IN THE TOPIC KVBC COVERS, ANSWER ONE OF SEVEN TELEPHONES IN THE "CALL 3" ROOM AND RESPOND TO SPECIFIC AND DIRECT INQUIRIES FROM THE COMMUNITY AT LARGE. THE CALL-IN PROGRAM ITSELF IS CONDUCTED OVER A ONE TO THREE HOUR PERIOD AT THE TELEVISION STATION. KVBC DOES LIVE CUT-INS DURING "CALL 3" WHICH EITHER RUN DURING NEWSCASTS, NEWS SPECIALS AND/OR DOCUMENTARIES.

THE STATION ADDITIONALLY BROADCASTS "COMMUNITY BILLBOARDS", A 30 SECOND SPOT WHICH AIRS 2X PER WEEK IN THE TODAY SHOW AT APPROXIMATELY 7:20AM. A SEPARATE 60 SECOND COMMUNITY BILLBOARD ALSO AIRS IN ROTATION MONDAY THROUGH SUNDAY. COMMUNITY BILLBOARD SEGMENTS, WHICH AIRED DURING THIS QUARTER, ADDRESSED THE VARIOUS AND CURRENT ISSUES OF SOUTHERN NEVADA COMMUNITY AND ADVISED CITIZENS AS TO THE DAY AND TIME OF RELEVANT EVENTS IN THE COMMUNITY AND PROVIDED A CONTACT TELEPHONE NUMBER.

**VALLEY BROADCASTING COMPANY
QUARTERLY REPORT
3RD QUARTER, 2003**

**VALLEY BROADCASTING COMPANY
ISSUES OF CONCERN RESPONSIVE TO
THE PROBLEMS, NEEDS AND INTERESTS
OF CHILDREN 16 YEARS OLD AND UNDER
IN THE SOUTHERN NEVADA AREA
FOR THE THIRD QUARTER 2003**

July 1, 2003 through September 30, 2003

1. PEER PRESSURE

Children face **peer pressure** every day. They experience **stress** of pressure to engage in **alcohol, drugs, and smoking**, as well as pressure to have **sex** and subsequent fear of **pregnancy**. Children look to their **friends** as a positive aspect of their lives and their decisions.

2. SCHOOL

School is the largest single place where kids age 5-18 spend their day and keeping that time **safe** is important to both parents and students. Students also want to know that **school** sponsored **activities** and quality teachers will be protected at a time when **budget** cuts are threatening those **positive aspects** of education.

3. VIOLENCE

Fears remain high for many children. Fear comes in all forms; **terrorism** remains in the minds of children as a fear of the unknown. Kid's fears stem from **gangs** and **guns** in and around schools and homes. Even **hatred**, is usually based from a fear of some kind. Our kids face more facets of **violence** than ever before.

THE STATION ADDITIONALLY BROADCASTS "COMMUNITY BILLBOARDS", A 30 SECOND SPOT WHICH AIRS 2X PER WEEK IN THE TODAY SHOW AT APPROXIMATELY 7:20AM. A SEPARATE 60 SECOND COMMUNITY BILLBOARD ALSO AIRS IN ROTATION MONDAY THROUGH SUNDAY. COMMUNITY BILLBOARD SEGMENTS, WHICH AIRED DURING THIS QUARTER, ADDRESSED THE VARIOUS AND CURRENT ISSUES OF SOUTHERN NEVADA COMMUNITY AND ADVISED CITIZENS AS TO THE DAY AND TIME OF RELEVANT EVENTS IN THE COMMUNITY AND PROVIDED A CONTACT TELEPHONE NUMBER.

**VALLEY BROADCASTING COMPANY
QUARTERLY REPORT
3RD QUARTER, 2003**

**VALLEY BROADCASTING COMPANY
ISSUES OF CONCERN RESPONSIVE TO
THE PROBLEMS, NEEDS AND INTERESTS
OF CHILDREN 16 YEARS OLD AND UNDER
IN THE SOUTHERN NEVADA AREA
FOR THE THIRD QUARTER 2003**

July 1, 2003 through September 30, 2003

1. PEER PRESSURE

Children face **peer pressure** every day. They experience **stress** of pressure to engage in **alcohol, drugs, and smoking**, as well as pressure to have **sex** and subsequent fear of **pregnancy**. Children look to their **friends** as a positive aspect of their lives and their decisions.

2. SCHOOL

School is the largest single place where kids age 5-18 spend their day and keeping that time **safe** is important to both parents and students. Students also want to know that **school** sponsored **activities** and quality teachers will be protected at a time when **budget** cuts are threatening those **positive aspects** of education.

3. VIOLENCE

Fears remain high for many children. Fear comes in all forms; **terrorism** remains in the minds of children as a fear of the unknown. Kid's fears stem from **gangs** and **guns** in and around schools and homes. Even **hatred**, is usually based from a fear of some kind. Our kids face more facets of **violence** than ever before.

4. ACTIVITIES

As **summer vacation** begins, children in our community have the opportunity to participate in a number of **activities**. **Community and Parks and Rec. Organizations** sponsor various outdoor events including **swimming activities** and **sport activities**. Other children will spend their summer working on indoor activities such as working with or on **computers**.

**VALLEY BROADCASTING COMPANY
QUARTERLY REPORT
3RD QUARTER, 2003**

IN ITS CONTINUING EFFORT TO MEET THE COMMUNITY YOUTH'S NEEDS, KVBC, CHANNEL 3, BROADCASTS EDUCATIONAL AND INFORMATIVE PROGRAMMING PROVIDED FOR CHILDREN FROM NBC, THAT IS ATTACHED.